

# Montana Tourism Awards

## 2008 Nominations

### CHECK ONE CATEGORY

- ☐ Tourism Person of the Year
- ☐ Tourism Community of the Year
- ☐ Tourism Event of the Year
- ☐ Tourism Partnership Award

### Nominee – Contact Information

Nominee's Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Nominator – Contact Information

Nominator's Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### CHECK ALL MATERIALS ENCLOSED:

- ☐ One-page typewritten (8½ x 11) statement explaining why the nominee is deserving of the award (required).
- ☐ Supporting material stapled to this form copied on 8.5 X 11" paper (optional)

### RULES & REGULATIONS

1. See reverse side for criteria.
2. Photocopy this form if you wish to make more than one nomination or applications are available on the Internet at <http://travelmontana.mt.gov/conference/awards.asp>.
3. You may nominate your own organization, co-workers, etc. for an award.
4. Past award winners retain eligibility. Judges will be informed of past winners.
5. A special panel representing the Montana Tourism Industry will choose winners.
6. Montana Tourism Industry reserves the right to place a nomination into a different category or to reject a nomination.
7. Nominations will not be returned.
8. Winners will be announced at the Montana Governor's Conference on Tourism and Recreation in West Yellowstone on April 18, 2008.

**DEADLINE: 3/26/08**

### RETURN TO:

Travel Montana, Department of Commerce  
Attention: Tourism Awards  
301 South Park Avenue  
Helena, MT 59620-0533

Phone: 406-841-2769

Fax: 406-841-2871 E-mail: [barb@visitmt.com](mailto:barb@visitmt.com)

## **CRITERIA**

### **Tourism Person of the Year:**

The Governor's Award is presented to an individual in recognition of major and lasting contributions to the promotion of Montana tourism or dedication to and development of the Montana tourism industry. This individual may be a volunteer or an employee of a tourism-related organization or business.

- Outstanding lifetime contributions benefiting tourism at the local, regional or state levels
- Pioneering or groundbreaking efforts in developing tourism in Montana
- Enhancement of Montana's image at state, national or international levels
- Describe any special attributes and/or tourism-related activities
- Letters of support from community, civic, regional and/or state leaders (copied on standard 8.5 X 11 inch paper).

### **Tourism Community of the Year:**

This award acknowledges an activity/event/project undertaken by a community/region to promote tourism in Montana.

- Utilized coalitions/partnerships in initiative
- Shown creativity and innovation
- Promotion of tourism to the region/community/state/national
- Contribution to the local/regional/state economy
- Investment of public/private resources (in-kind or financial)

### **Tourism Partnership Award:**

This awards recognizes a group of organizations that have formally banded together to increase their impact.

- Outstanding contributions by two or more businesses or organizations, which combine their resources in creative, innovative ways to promote tourism in Montana.
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Enhancement of Montana's image at state, national or international levels

### **Event of the Year:**

This award is presented to an outstanding event that has benefited the community and/or state in an exemplary and creative manner.

- Outstanding performance by any event
- Outstanding economic impact statistics
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Additions and/or improvements designed to increase appeal to tourists
- Attendance increases (percent)
- Enhancement of Montana's image at state, national or international levels
- Award can go to either an annual event or a one-time special event, if annual state the number of years.
- Investment of public/private resources (in-kind or financial). Source of funding (state/private).

### **Statement of Eligibility**

The Governor's awards for Outstanding Montana Tourism efforts are open to all individuals, private businesses and non-profit organizations offering a tourism product or service in Montana. All entries must promote tourism to or within Montana.

### **Judging Panel**

A panel of tourism-industry members has been selected to examine all entries. Judges will review materials and information provided on entry forms and one-page summaries, using a point system and a set of predetermined criteria to evaluate each entry on its own merit. All decisions are final.

### **Judging Criteria**

Judges will evaluate each entry based on the information provided in the Summary. Summaries should be no more than one typewritten page. An entry may be disqualified should judges determine that there is not enough information on which to base their evaluation; therefore, it is imperative that Summaries address the criteria listed under each award category.

### **Time Period**

Promotional efforts must have occurred during the previous calendar year, but evidence of promotional efforts over a period of years may be submitted and considered.